

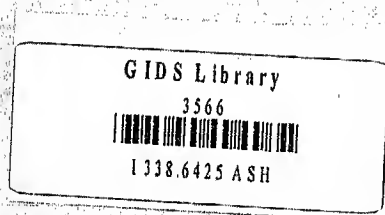
# **ECONOMICS OF CLOTH PRINTING IN THE DECENTRALISED SECTOR**

**A Study of Hand Printing in Farrukhabad, U. P.**

276

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**All - India Handicrafts Board, Ministry of Industry  
Government of India**



**M. S. ASHRAF**

**GIRI INSTITUTE OF DEVELOPMENT STUDIES  
LUCKNOW**

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GIDS, LUCKNOW  
July 21, 1980

M.S. ASHRAF

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## TEXTILE HAND-PRINTING INDUSTRY OF FARRUKHABAD

### (General Characteristics)

#### Introduction

Farrukhabad is one of the biggest centres for hand printing of textile items through block and screen printing processes. During 1978-79 there were 366 units registered with the District Industries Office. Of them, about 200 units were engaged in block printing and the remaining were using block and screen both in printing of cloth. A few of them were also printing certain items through batik technique. In addition, it is estimated that about 200 unregistered units were also working in the district. Most of these units were printing textiles through blocks.

It is estimated that about 15,000 printers were engaged in this industry of the town. Besides them, about 1500 persons were engaged in making blocks and screens, 5000 in weaving and about an equal number in different finishing processes. The supervision of production and marketing in most of the units, is manned by the unpaid household workers numbering, approximately, 2500, and, about a thousand workers were working as secretarial personnel. Thus, about 30,000 persons were attached to this industry at Farrukhabad. The capital investment in this industry was about rupees eight crores and the annual production was estimated at about rupees fifteen crores.

The main items of production at this center have been hand printed cotton bed-spreads, handloom textiles, silk scarves, stoles, cotton and silken quilt covers (Lihaf), cotton and silk sarees, bed sheets and table covers. Cotton bed-spreads, hand-

loom textiles, silk scarves and stoles had been the major items of export. The excellence of their traditional paisley designs and impressive workmanship is gratefully appreciated all over the world. It is estimated that various items of hand-printed textile worth about rupees 3.5 crores were being exported annually to a number of countries including U.S.A., U.K., France, Greece, Italy, Denmark, Japan and Australia.

The size of the establishments is determined on the basis of the basic equipment, i.e. printing table. Thus the size of the units varies from 2 to 30 printing tables. Normally, two printers work on one table. Some workers help the printers in sundry work. Such workers are normally unpaid trainees who join the establishment to learn the skills in handprinting. The printers in the small household establishments are generally the family workers of the entrepreneurs, and in the others, hired workers are engaged. The unpaid family workers look-after the supervision, management and marketing etc.

### Organization

Although both household and non-household establishments carry out handprinting, majority consists of the household units using mostly family labour and only marginally, if at all, hired labour. On the other hand even in the non-household units, defined as those having majority of workers as hired, unpaid family workers lookafter supervision etc. Thus in a way, almost all units are run by households, even those using mainly hired labour are owned and operated on a family basis. The units using mainly unpaid family labour are, however, mostly found to



undertake jobs either from the larger units or from dealers/exporters of handprinted cloth. Thus they earn wages for the job they undertake. These units print cloth through blocks, or to some extent through batik technique. Screen printing has not been adopted by these units. The nonhousehold establishments, on the other hand, buy their own raw material and market their products through their show-rooms in Farrukhabad as well as in other big cities. Some of them also export their products directly. They also undertake jobs from dealers and exporters of handprinted cloth.

The organization of the handprinting industry of the town is divided into three categories as far as its system of production is concerned. The system may be described as:

1. The entrepreneurs buy their raw materials and get the cloth printed in their own establishments, mostly through the hired labour. After the finishing is done the cloth is marketed by them; most of such entrepreneurs have large size establishments. Some of them also undertake job work.
2. The entrepreneurs secure job work either from the larger establishments or from the dealers of handprinted cloth and print the items with the help of most of the unpaid family labour. These are small household establishments. Normally, two types of arrangements work in this system. In one system the entrepreneur gets only the cloth from his customers and uses his own dyes and chemicals. The choice of colour combinations in designs rests with the printers. This type of arrangement is quite popular in the industry. In the other system the printers are

supplied the dyes, chemicals and designs or in some cases blocks also along with cloth and the entrepreneurs get the work done as per instructions of his customers. These entrepreneurs' earnings thus are in the nature of wages.

3. The entrepreneurs secure orders either from the exporters/dealers of hand-printed textiles or from the Textile Printing Corporation and get the work done by the smaller units. Some of them have their own establishments but they are smaller in relation to the quantum of business they do. Some other entrepreneurs act as middle-men only. Both these types of entrepreneurs supply the raw materials to the printing units and pay them wages at piece rate. The responsibility of getting the work completed in the specified period and in required quality, however, rests with them.

Thus, the organization of production has three main systems, i.e. producers, wage earners and middlemen/commission agents. Besides, some larger establishments also undertake job work from other units. But in such cases they accept job work only if their capacity is more than their own requirements.

In our sample of 75 establishments we found that 53 units were printing textiles for others while only 15 establishments were processing their own raw materials. The type of activities of establishments are described in Table 1.1.

Table 1.1

Size of Establishments According to the Type of Their Activities

Size :	Type of Activities				
	No. of printing tables	Work for others	Work for them-selves	Work for them-selves and others	Work for them-selves and work done from others
2	13 (100.00)	-	-	-	13 (17.3)
3 - 5	12 ( 66.7 )	4 (22.2 )	2 (11.1 )	-	18 (24.0)
6 - 8	15 ( 75.0 )	4 (20.0 )	-	1 ( 5.0 )	20 (26.7)
9 -12	8 ( 57.2 )	3 (21.4 )	1 ( 7.1 )	2 (14.3 )	14 (18.7)
13 +	5 ( 50.0 )	4 (40.0 )	1 (10.0 )	-	10 (13.3)
Total	53 ( 70.7 )	15 (20.0 )	4 ( 5.3 )	3 ( 4.0 )	75 (100.0)

Raw Materials

The industry uses raw materials like pure and artificial silk, cloth, mill made cotton voile and long-cloth, powerloom grey cotton, handloom cloth, dyes and chemicals to the tune of about rupees ten crores per annum. The textiles are procured from Kanpur, Delhi, Ahmedabad, Bombay, Amritsar and Kashmir. Dyes and chemicals are purchased locally by the smaller enterprises while the larger units procure them from Kanpur, Delhi and Bombay.

Because of their limited financial resources the smaller units have to depend on the local market for the supply of raw materials even if they have to purchase them at higher prices. They also sometime face shortage of the materials, particularly, dyes and chemicals, in the local market. Conditions of the local market often compel the small entrepreneurs to take up job work and earn only wages. It is also reported that sometime the local dealers of dyes and chemicals create artificial scarcity of the materials to serve the interests of the larger establishments. Such a situation is generally created when either large stocks of products pile-up with some of the big units or when the larger establishments face competition in prices of products with the smaller units.

The Farrukhabad Handicraft Exporters Association complained of non-availability of imported dye-stuffs, hard-coke, kerosine oil and some scarce chemicals. An office bearer of the association informed that they are forced to buy these vital raw materials at black market prices to keep their karkhanas running. These conditions, according to him, had compelled some of the units for gradual closure.

### Marketing

As indicated earlier there were three kinds of establishments in the handprinting industry i.e. (a) processing own raw materials, (b) getting work done by other units, and (c) securing job work and earning wages. The first two types of establishments were marketing their products. Among them the smaller

establishments have their show rooms in Farrukhabad and the larger ones maintain their show rooms in big cities like Kanpur, Delhi and Bombay, besides Farrukhabad.

A substantial number of the larger units have some assured market as they get orders for their printed textiles from dealers, wholesalers and exporters. Some of them also export their products to various countries directly. The competition in the market, it seems, is confined among the local handprinting establishments as they believe that the city's industry has exclusive designs and, therefore, their main competitors are the local units.

### Technology

The traditional method of printing of textiles in Farrukhabad has been through wooden blocks. The size of the blocks varies according to the design of the print. The multiple colour printing is possible through this method and the number of blocks for a complete pattern depend on the number of colour shades required. The work is labour intensive, and the initial investment for buying a wooden table, a trolley and colour pads is about Rs.1000. Hand printing through blocks is still the most specialized technique even after the introduction of screen printing. The fancy textiles are normally printed by blocks.

The screen printing was introduced in the town only recently i.e. about a decade back. Although it is an advanced method of printing saving labour cost considerably, it has not yet replaced the block printing. However, the introduction of



screen printing has affected the printing workers adversely as it was reported that a number of workers were rendered unemployed and were forced to migrate to other developing centres of hand-printing. The screens are normally of 125 Cm. x 125 Cm. size. The number of screens for printing the cloth depends on the number of colour shades required in the design. The initial cost of a table and a scraper is estimated at about Rs.2000. The costs of blocks and screens are very much different from each other. For example, the cost of blocks required for a three colour printing ranges from Re 5/- to Rs.25/- whereas a set of screens for three colour printing costs between Rs.300/- and Rs.400/-.

Screen printing in Farrukhabad is normally done on cotton textiles and block printing on most of the silken textiles. Another technique of printing used here is the batik, a more artistic method. For batik printing sand is scattered on the table and on it melted wax is poured. With the help of a brush the design on the wax is drawn. After the design is complete and the wax is dried the colour is spread on the wax. The cloth is then spread on the table which soaks the colours pasted on the wax. This is a highly skilled technique but the demand for batik prints is limited. Also, this is the most labour intensive technique which raises the cost of the product.

In the beginning only vegetable dyes were used for printing but now besides direct colours the printers at Farrukhabad are also using Nephthal, Indigosals and Indenthren colours. This change has helped the industry in reducing production time and giving wide latitude in colour selection for producing innumerable combinations to suit any taste.

The patterns in designs of prints are generally prepared by the block and screen makers and the colour scheme is decided by the entrepreneurs. As a matter of tradition the establishments have developed certain shades of colours by mixing a number of colours in different proportions. The formula for preparing these shades is treated as a trade secret and is not disclosed to anybody. It is said that such exclusive shades are prepared in the establishments only by the entrepreneurs who do not disclose its secret to even the family workers. The secrecy, therefore, helps them in monopolising a particular shade.

#### Labour Recruitment

The smaller establishments are run mostly on the household basis whereas the middle or large size units generally employ printers. For the other preparatory and finishing processes work is given to outside workers. The recruitment of printers is done on casual basis depending upon the quantum of work available in the establishment. Thus, regular employment is offered only to some office staff like clerk, manager or accountant etc. Most of the establishments recruit their printers directly. The workers contact the entrepreneur and get the job in case work is available. However, in some cases it was found that the printers were recruited through contractors who were paid commission for bringing skilled printers. Some old workers of the unit also help the entrepreneurs in getting printers at the time of their need, particularly, during busy seasons of winter and summer.

The wages for preparatory, printing and finishing jobs are paid at piece rate. It is estimated that a printer is able to earn about Rs.300/- per month. Some seasonal variations in income are, of-course, reported. This is partly due to larger quantum of work done by the worker and partly due to slightly higher wages that he gets during the peak season.

### Government Measures

The Department of Industries of the State Government registers the handprinting establishments provided the unit applying for registration has atleast two printing tables. The registration is not obligatory yet a majority of the units were registered as it helped them in obtaining loans from banks and other assistance offered by the government to small scale industries such as supply of certain chemicals and exemption from octroi etc.

The growth in the number of handprinting units registered during the last six years shows an increase by more than 100% as the number of establishments has risen from 176 in 1973-74 to 366 in 1978-79. The number of the units in different years as well as the percentage rise from the preceding year is presented below:

Year :	1973-74	1974-75	1975-76	1976-77	1977-78	1978-79
Unit :	176	202	244	272	331	366
% rise:		14.77	20.79	11.48	21.69	7.55



In the sample of establishments that were surveyed (75) about two-thirds were registered with the Industries Department. The Table 1.2 shows that out of the 13 smallest units only one was registered. This may be because such household units are taking up only job work on wages. Their needs, therefore, do not encourage them to get registered.

Table 1.2

Classification of Registered and Unregistered Units  
According to Their Size

Size: No. of printing tables	Registered with Industries Department		
	Yes	No	Total
2	1	12	13
3- 5	15	3	18
6- 8	15	5	20
9-12	11	3	14
13+	10	-	10
Total	52	23	75

In order to promote the handprinting industry the State government established a branch of the Textile Printing Corporation at Farrukhabad in 1975-76. The basic aim of the Corporation was to help the smaller units by supplying them the raw materials and marketing their products. The Corporation registered about one hundred small establishments engaged in handprinting of textiles at Farrukhabad. The Corporation supplies cloth for printing different items through blocks and screens and cloth and wax for batik printing.

Some entrepreneurs having small establishments alleged that the corporation was in the grip of larger units. To substantiate their allegation they said that among the units getting work from the corporation about 80 per cent were screen printing units, which were medium or large size establishments according to their standards. Some also alleged that there were some dealers in the list of registered units who obtain the job from the corporation and pass it on to small units. Thus, they earn a margin without actually engaging themselves in the processes of production.

We tried to find out if there was any substance in the allegation that the U.P.T.P.C. was helping more medium and large size establishments than the small units. It was found that 44 units of the sample of 75 that we surveyed were registered with the corporation. Our data shows that there is some truth in the allegations against the corporation. The Table 1.3 indicates that a large percentage of medium and large size units were getting work from the corporation.

Table 1.3

Distribution of Units According to Their Size and Registration with the Textile Printing Corporation

Size: No. of printing Tables	Registered with U.P.T.P.C.		
	Yes	No	Total
2	12	1	13
3- 5	11	7	18
6- 8	10	10	20
9-12	8	6	14
13+	3	7	10
Total	44	31	75

Yet, about half of the printing establishments (52.27%) getting work from the corporation were small sized with less than 5 printing tables each. The rest of the units were medium sized having printing tables between 6 and 12 (40.91%) and large size units with 13 or more tables (6.82%).

### Problems and Issues

In order to formulate policies and programmes for the development of handprinting industry so as to utilize its employment advantage, a number of issues needed examination. The more important of these issues were:

1. Does the industry have potential for growth? Whether the entrepreneurs were hopeful of their future in the light of the overall conditions of the industry as well as the policies and programmes of the government?
2. What is the magnitude of the relative employment advantage of the decentralised sector such as the handprinting industry? How does the efficiency enhancing change in technology affects this advantage?
3. Given that the handprinting units are more or less household establishments, what is the difference in the distribution of earnings between the household workers and nonhousehold workers? Whether the quantum of earnings has any relationship with the type of establishment?

4. Whether there is sufficient skilled labour to fulfil the requirements of the industry? Whether the employer-employee relations are cordial and workers feel satisfied with their working conditions? Whether the industry encourages artisans to become entrepreneurs?
5. Whether the working conditions are such which help them live in satisfactory conditions? Whether the industry attract the workers to stay on in this important craft of Farrukhabad or compel them to move to other occupations or places?
6. Whether the establishments with different systems of production have differences in costs and margings of profit on production?

#### The Sample

The present study is based on the responses of 75 entrepreneurs and 195 nonhousehold workers. The sample of the entrepreneurs was selected from a list of establishments registered with the Industries Department and from a list supplied by the Farrukhabad Handcraft Exporters Association. The workers were selected from a list of the houses of printers prepared after visiting a number of their localities. In selecting both the samples of entrepreneurs and workers random selection method was used. The entrepreneurs and workers were interviewed on the basis of two different interview schedules.

The ownership of 34 units was proprietary and 40 units were running under partnership. One of the units was working under a cooperative society. Although a large number of establish-

ments were found technically under partnership but, the partnership was restricted to the members of the family. Thus, it may be said that excepting one all the establishments were family owned.

The ownership of the 31 establishments was inherited by their present owners. The remaining 44 units were established by their present owners during 1958 and 1978. Out of them 22 units were established by those whose family occupation was other than handprinting. This indicates that the industry has potential and attraction for the entrepreneurs.. Twenty two units were established by those whose family occupation had been handprinting. Their elders were either proprietors or partners of such an establishment. Surprisingly, none of the entrepreneurs belong to the family of printing workers. This shows the industry has been monopolised by the families of either business men or whose traditional business has been in hand printed textiles, and there has been hardly any case of vertical mobility of artisans.. to the status of owners and entrepreneurs.

The techniques employed for printing textiles are block, screen and batik. A majority of the units (60%) was using only blocks for printing of fabrics. About one-fourth (24%) of the establishments were printing textiles through screens only. Some of the units (14.5%) were using blocks and screens both and one of the establishments was printing through blocks and batik processes. Thus, the emphasis on block printing in Farrukhabad is prominent. The Table 1.4 indicates that a large number of the small size and large size establishments concentrate on block printing while a significant number of the medium size units have adopted screen printing.



Table 1.4

Classification of Establishments According to Their  
Size and Method of Printing

Size: No. of Printing Tables	Method of Printing				Total
	Block	Screen	Block + Screen	Block + Batik	
2	10	3	-	-	13
3- 5	8	7	2	1	18
6- 8	10	5	5	-	20
9-12	10	3	1	-	14
13+	7	-	3	-	10
Total	45	18	11	1	75

#### The Entrepreneurs:

Even though the hand printing units in Farrukhabad are mostly family owned, it is not necessarily the oldest member of the family who manages the business. The majority (57%) of the entrepreneurs were in the age group of 26-35 followed those in the next higher age group 36-45, to which 30 per cent of the entrepreneurs belonged. There were nine entrepreneurs in the age group of 46 years and above, and, only one was below the age of 26 years.

Majority of the entrepreneurs have had at least some education : around one-fourth were graduates, around one-sixth had passed intermediate and 30 per cent were matriculates. Over one-fifth had studied upto middle level, and four were literates without any formal schooling. Only two of the respondents were illiterate.

Handprinting business in Farrukhabad is mainly in the hands of a particular community - Sadh : seventy per cent of the entrepreneurs in our sample belonged to this community. One-sixth were Muslims and around 13 per cent caste Hindus, mostly of the Bania community. All the entrepreneurs were of local origin, their families belonged to Farrukhabad town/district.

All except seventeen entrepreneurs started their career with their present activity. Most of those who did something else before starting the present unit were engaged in trading activity and a few were wage/salary earners in other occupations. All but nine entrepreneurs have handprinting as their sole source of income. Most of those with other sources of income were entrepreneurs of nonhousehold units and the other business carried out by them was mostly trading. It was cold storage and agriculture in one case each.

A look at the size of family of the entrepreneur indicates the tendency of having large size families considering the family size norms of the present day. The majority of the families i.e. 60% had members ranging between seven and ten, and about 19 per cent had between 11 and 14 members. There were six families with 15 or more members. Thus, the average size of family was 9.76.

About 26 per cent of the family members were working in their own establishments. It was found that a larger percentage of family members (32.5) of entrepreneurs belonging to household

units were working in their units as compared to those having nonhousehold establishments (23.3%). Although there was a smaller percentage of family workers in the nonhousehold units than in the household units, yet, by and large, the data suggest that even the non-household units were run on traditional 'family business' lines.

### Capital and Earnings

3566 The average total investment per establishment in fixed capital comes to Rs.87,553.33 (Table 1.5) and investment obviously increased with the increase in size of establishment as indicated by number of tables. Although the differences were found in the value of all the items i.e. land and building, equipment and tools and other assets, but investment in equipment and tools indicate the real difference of size of establishments. It is, however, found that the working capital size is much smaller in the case of small units than could be warranted by the differences in the number of tables between them and the large units. We found that the smallest units having only two printing tables maintain an average working capital of less than Rs.5000 whereas the average working capital per establishment of the total sample comes to Rs.41,480. Maintaining such a small amount of working capital by the establishments having two printing tables is due to the fact that they take-up only job work and earn wages. They are not generally required to buy cloth for printing as they get it from their customers. They also do not hire many workers as, most of the time, they utilize only family labour. Nonhousehold workers are generally



hired when they have bulk orders. Table 1.5 also presents the indexes of fixed capital and average fixed capital per printing table. It shows a steady rise in the fixed investment with the increase in the size of the establishment. However, the average fixed investment per printing table decreases with the increase in the number of printing tables in an establishment.

Table 1.5

Average Fixed and Working Capital According to the  
Size of Establishments

Size :	Fixed Capital							
No. of printing tables	Land and Building	Equipment and tools	Other assets	Total	Index of average fixed cap- ital (Total)	Index of average fixed capi- tal per printing table	Working	
2	41818.18	10923.08	1923.08	48230.77	100	100	4961.54	
3- 5	50769.23	23805.56	3944.44	64416.67	134	45	33111.11	
6- 8	62300.00	27775.00	7950.00	98025.00	203	37	53025.00	
9-12	52769.23	47321.43	16000.00	112321.43	233	42	54714.29	
13+	78285.71	54600.00	14600.00	124700.00	259	33	62400.00	
Total	36,07,000	23,34,500	6,25,000	65,66,500			31,11,000	
Average per unit	56,359.38	31,126.67	8,333.33	87,553.33			41,480.00	

We also analysed data regarding annual earnings of establishments of different size and found a positive relationship between earnings and size of the units. The Table 1.6 points out clearly that the annual earnings of establishments increase more than proportionately with/in number of printing tables. But average earnings per table increase less than proportionately with the number of tables.

Table 1.6

Average Earnings of Establishments According to Their Size

Size: No. of print- ing tables	Average annual earnings	Index of average annual earnings	Index of average earnings per printing table
2	15,119.23	100	100
3- 5	68,233.33	451	152
6- 8	1,51,199.70	1000	183
9-12	1,86,435.20	1233	221
13+	3,03,138.00	2005	256

The trend in the data pertaining to average net earnings per unit of output supports the data presented in table 1.6 above. We have analysed the net earnings from two major items of products, i.e. Silk Saree and Cotton Saree. The analysis is presented in table 1.7 below.

Table 1.7

Average Net Earnings Per Unit of Output and Size of Establishments (Rs.)

Size: No. of print- ing tables	Items of Products	
	Saree (Silk)	Saree (Cotton)
2	2.22	1.07
3- 5	6.67	1.29
6- 8	7.07	3.46
9-12	14.71	2.94
13+	26.85	4.40

It is evident from the above table that the net earnings from products have a positive relationship with the size of establishment. In fact earnings from a silk saree have a tendency to rise at a progressively faster rate than the size of establishments itself. It is because of two major reasons : One, the larger units get the raw materials at comparatively cheaper rates as they buy them in bulk from the producers directly; Two, the net-work the larger establishments have in the market, places them at an advantageous position. They sell their products in different parts of the country and, therefore, earn a better margin of profit.

A question arises as to why there are still a large number of small printing units having two or three printing tables when they earn the lowest income per table and of course, in aggregate. The answer is simple, i.e. at the moment they are engaged in job work utilizing the family labour. If they increase their capacity they will have to hire printers and they will also have to acquire their own material. They find it difficult to raise a substantial working capital for buying costly raw material like the fabrics. They are also scared of competition with the larger establishments in the market as they do not have sufficient resources for marketing their products. These factors not only reduces the chances of expansion of the small units, but also engenders a dependency relationship between them and the larger units from whom they generally get work on sub-contract. In the light of the above analysis the assertion of the small entrepreneurs that the industry is generally in the grip of a few large hand-printing establishments seems at least partially valid.

## GROWTH OF THE INDUSTRY

As pointed out in the earlier chapter the number of registered units in the district has increased by over hundred per cent in a period of six years. In order to examine growth in size of establishments, we tried to collect information pertaining to possession of equipment, position of employment, production and earnings over three periods of time i.e. 10 years before, 5 years before and last year. We were able to get data pertaining to equipment and tools, employment and production of the sample units. The data on earnings could not be obtained for the first two periods as most of the respondents expressed their inability to provide it. The data on equipment, employment and various aspects of production over a period of ten years, therefore, have been used in the following paragraphs to look at the dimensions of growth of the enterprises.

### Equipment

The main printing equipments include printing tables, wooden blocks and screen plates. The number of printing tables indicates the size of the establishment. The Table 2.1 gives an idea of the growth of establishments in terms of the stock of equipment maintained during a period of ten years.

Table 2.1

## Stock of Equipment Per Establishment

Equipment	Period (Number)		
	10 years before	5 years before	Last year
Printing table	5.42	6.72	7.92
Block	1450.00	1716.67	1686.00
Screen plates	-	43.61	109.53

It is found that there has been a steady increase in the quantity of various printing equipments of the establishments during the period, thus indicating an increase in size of establishments on an average. It is also seen that the period of first 5 years in the time span considered by us was very significant as far as the development of the enterprises is concerned. During this period we find two significant developments. Firstly, the average number of printing blocks and tables per establishment increased by 18 per cent and 24 per cent respectively. The rate of increase in the stocks declined in the later five-year period; and, secondly, the screen printing technology was introduced during this period. The rise in the stock of screens per establishment (71 per cent) and a slight decline in the stock of blocks shows that the screen printing was getting rapidly popular in the industry to some extent displacing the block printing. The technique is time and labour saving with the result the capacity of the units has increased.

Another dimension of the growth of units is that the expansion in terms of the stocks of equipment was not confined to only the larger units. The small household establishments have, in fact, grown with a faster pace as the stocks of equipment like the printing tables and blocks of this group have increased by about 47 per cent and 71 per cent respectively during a period of about five years. Some of them have also adopted screen printing technique recently. The reason for their faster growth may be assigned to the fact that most of the large size units have expanded their business on the basis of giving jobs to the smaller units than expanding their own capacity further. They have preferred this arrangements because (a) they are able to compete in the market with a large variety of designs and shades; (b) they don't have to invest large amounts on equipment and expansion of the existing building; and (c) they are saved from the botheration of the various production process. Thus, they are able to concentrate more on the marketing.

The Table 2.2 indicate the position of stocks of equipment of different groups of entrepreneurs:



Table 2.2

Stock of Equipment of Different Types of Establishments (Average Per Establishments)

Type of Establishment	Printing Tables	Blocks	Screens
Work for others	6.88	1202.88	101.25
Work for themselves	11.21	2671.43	66.43
Work for themselves and for others	8.17	3833.33	228.33
Work for themselves and work got done by others	10.00	1166.67	216.67
Total	7.92	1686.00	109.53

It may be seen that the establishments which process their own raw materials only are the largest as far as their printing capacity is concerned as they own the largest number of printing tables, but those who print their own fabrics as well as work on orders from others keep stock of the largest number of blocks and screens. In order to maintain exclusiveness in the designs of their own products they prefer to maintain separate sets of blocks and screens for their own products and their customers. The establishments processing their own raw materials and also getting their textiles printed by other units are the second largest enterprises as far as their printing capacity is concerned (according to number of printing tables) but they maintain a comparatively low stock of equipment such as blocks and screens because they prefer to get a substantial part of their textiles printed by other establishments. This type of arrangement helps them in doing business at a larger scale.

Table 2.3

## Average Number of Workers Per Establishment

Size: No. of print- ing Tables	Workers		
	Household	Non-household	Total
2	2.84	3.46	6.30
3- 5	2.39	7.55	9.94
6- 8	2.00	10.50	12.50
9-12	1.93	16.93	18.86
13+	2.30	22.00	24.30
Total	2.27	11.31	13.57

It may be seen from the data presented in Table 2.3 that the average number of household workers per establishment is inversely related with the size of the unit. In the case of employment of non-household workers, their number is positively related with the size of the unit. It shows that the small hand printing units are run on household basis and their requirement for hired workers is, therefore, limited.

Employment Growth

The number of regular printers engaged in the seventy five establishments was 1029. This included both household (122) and non-household (907) workers. We have found that employment in this industry in Farrukhabad has increased significantly during the last ten years. Table 2.4 shows the average number of printers per establishment engaged



10 years back, 5 years back and last year. It may, however, be noted that the increase, which has been of the order of 50 per cent during these years, is entirely accounted for by the non-household workers.

Table 2.4

Average Employment Per Establishment During  
the Last Ten Years

Type of worker	Average Employment		
	10 years back	5 years back	Last year
Household	1.21	1.78	1.73
Non-household	8.07	10.39	12.09
Total	9.29	12.17	13.82

The employment opportunities are, of course, greater in the larger non-household units than the smaller household establishments. It was found that in the 53 non-household units the per unit average employment (household and non-household workers both) 5 years back was 13.06 which rose to 17.06 last year. In comparison, the average per unit employment in the 22 household units was 5.0 five years ago and 6.49 during last year.

The rise in employment per unit was significantly higher in the earlier five years than during the last year. We find that the average employment in the former period recorded an increase of 31 per cent while it was only 11.67 per cent during the latter period. This phenomenon is found

in consonance with the position of stocks of printing equipment and production during the two sub-periods as indicated earlier. It, therefore, seems that the industry had expanded at a relatively faster pace during the earlier period while its pace has slackened during the recent past.

### Production

Handprinting industry at Farrukhabad is engaged in printing of cloth for a variety of purposes. It included Bed-covers, Cotton and Silk Sarees, Quilt-covers, Dress material and Scarves. Only 14 of the sample of 75 units were able to supply us information with regard to the items they produced 10 years back and 36 units provided data of their production pertaining to the period of 5 years back. The overall picture that emerges from the data made available by the 75 units indicate a shift in emphasis on certain items of products over a period of time. For example, out of the 14 units that provided information of their production 10 years back 50 per cent of the establishments were printing Cotton Sarees and Quilt-covers each (Table 2.5). About 43 per cent of the units were printing Bed-covers. Silk Sarees and Scarves were printed by about 21 per cent each.

During the next period of five years back we find the emphasis on printing certain items had changed. Printing of Quilt-covers and Bed-covers remained at almost the same position i.e. about 47 per cent and 42 per cent of the units

Table 2.5

Items of Production of Non-Household Establishments  
(Multiple Responses)

Period	Items of Production					
	Bed-covers	Saree (Cotton)	Saree (Silk)	Quilt-Cover	Dress Materials	Scarf
10 years back	6	7	3	7	1	3
Percentage	(42.86)	(50.00)	(21.43)	(50.00)	( 7.14)	(21.43)
5 years back	15	15	8	17	2	2
Percentage	(41.67)	(41.67)	(22.22)	(47.22)	( 5.56)	( 5.56)
Last year	28	31	38	15	6	11
Percentage	(37.33)	(41.33)	(50.67)	(20.00)	( 8.00)	(14.67)

continued to print Quilt-covers and Bed-covers respectively. The percentage of establishments printing cotton saree declined during this period by about 8 per cent. Scarves also declined to the position of low priority item during this period.

The priority of items of products of certain establishments changed again in the next five years. The data provided by the 75 units for the items they produced during last years shows that a majority of the units (51%) were printing Silk Sarees. The Cotton Sarees, Bed-covers and Quilt-Covers were printed by about 41, 37 and 20 per cent of the establishments respectively. About 15 per cent of the units printed scarves. Thus, more and more units started printing Silk Sarees. The famous Quilt-covers of Farrukhabad lost attraction for a number of printing

establishments during the recent past, whereas a larger percentage of the units started printing scarves due to their better foreign market.

On further analysis we found the items of products had some relationship with the size of the establishment. It was found that as compared to the non-household establishments, a substantially large percentage of small household units were engaged in printing silk sarees, bed-covers, scarves and quilt-covers, although these units were normally doing job work for the non-household units. The non-household units prefer to entrust work of printing the above four items to the small household units and they themselves concentrate on printing of only cotton and silk sarees. This pattern has three possible reasons:

(i) Non-household or the larger establishments do not have to stock a large number of printing equipment, particularly the blocks, for creating a variety of designs.

(ii) The different colour shades prepared by mixing different colours in different proportions are monopolies of the concerned units. The formula of the shade is kept strictly confidential by the owner. Thus, the different shades prepared by different small units attract the larger units to give jobs to them. This increases the variety of colour combinations in the stock of products of the non-household units.

(iii) The non-household units consider it economical to get their job done particularly in block printing by the household units than to expand their own establishment. For them, this type of arrangement is less cumbersome and more economical.

It seems that it is due to the above reasons that the non-household establishments were inclined to concentrate on a smaller number of items. For example, 64 per cent of them were printing a single item, 26.4% were printing two items and 9.6% were handling three items simultaneously. In contrast, 36.4 per cent of the small household units were printing a single item, about 18 per cent of the units were printing two items but 45.5 per cent of the units were handling from three to five items simultaneously.

The actual quantities of cloth printed for different uses 10 years back, 5 years back and last year, are presented in Table 2.6.

The overall picture that emerges from the data of pertaining to the quantity of various items produced 10 years back placed the various items in the following order of importance : (i) silk saree, (ii) cotton saree, (iii) bed-cover, (iv) quilt-cover, (v) scarf and (vi) dress material. The importance of different items changed during the next five years. The quantity of cloth printed for cotton saree increased from 28 to 55 per cent of the total

Table 2.6

Annual Production  
(in Sq. Meter)

Items	Total		
	10 years back	5 years back	Last year
Bed covers	87000 (18.85)	374700 (12.22)	1267011 ( 8.97)
Cotton saree	131875 (28.57)	1708750 (55.75)	8939375 (63.29)
Silk saree	143750 (31.14)	409375 (13.36)	3056044 (21.64)
Quilt covers	82250 (17.82)	545344 (17.79)	727125 ( 5.15)
Dress material	250 ( 0.05)	13750 ( 0.45)	101750 ( 0.72)
Scarf	16500 ( 3.57)	13125 ( 0.43)	32625 ( 0.23)
Total	461625 (100.00)	3065044 (100.00)	14123930 (100.00)

Note : Figure in paranthesis show the percentage to total production of the period.

product; the printing of silk sarees and scarves declined considerably; and that of quilt covers remained constant. During the last five years, importance of cotton saree has increased from 56 to 63 per cent; but that of silk sarees increased significantly from 13 per cent to 22 per cent of the total products. It may be noted that sarees, cotton and silk together, which accounted for 60 per cent of total printing work ten years back, now account for 85 per cent of the total work. The printing of quilt-covers and bed-covers declined considerably in importance.



The shift of emphasis on different items of products in such an industry is probably a reflection of the changing demands of the market and consumers' requirements. It would be interesting to note a few reasons, as reported by respondents, for change the structure of production:

(i) Demand of hand-printed silk saree has increased in the local as well as in the foreign market. It also gives a good margin of profit.

(ii) The foreign markets tempt the entrepreneurs to shift to other items as there is a good margin of profit on export items.

(iii) The demand of the present screen printed cotton sarees in the local market is encouraging. It competes well with the mill products.

Has there been a difference in the growth and pattern of output among the two groups of units, small household or larger, non-household ones? Data in Table 2.7 indicate that the per unit total production had increased by a higher percentage (158.00) during the first 5 years as compared to the last year (121.00) considered here. Further analysis of the table shows that :

(i) A reason for the decline in per establishment production last year was the decline in the production of larger non-household units as the average per unit production of quilt-cover, dress material and scarf recorded a significantly low output as against the output of these items during the period of 5 years back.

Table 2.7

Change in Production per Establishment (in Sq. Meter)

Items	Non-household units			Household units			Total		
	10 years back	5 years back	Last year	10 years back	5 years back	Last year	10 years back	5 years back	Last year
Bed cover	6,214	11,569 (86.00)	16,249 (40.00)	-	1,125	18,447 (1540.00)	6,214	10,408 (67.00)	16,893 (62.00)
Cotton Saree	9,420	51,934 (451.00)	1,61,533 (211.00)	-	11,719	17,187 (47.00)	9,420	47,465 (404.00)	1,19,192 (151.00)
Silk Saree	10,268	11,719 (14.00)	30,189 (158.00)	-	8,594	66,184 (770.00)	10,268	11,372 (11.00)	40,747 (258.00)
Quilt cover	5,875	16,769 (185.00)	9,823 (-41.00)	-	2,188	9,386 (329.00)	5,875	15,148 (158.00)	9,695 (-36.00)
Dress material	18	430 (2289.00)	354 (-18.00)	-	-	3,773	18	382 (2022.00)	1,357 (255.00)
Scarf	1,179	410 (-65.00)	368 (-10.00)	-	-	2,676	1,179	365 (-69.00)	435 (19.00)
Total	32,973	92,830 (182.00)	2,18,515 (135.00)	-	23,625	1,17,653 (198.00)	32,973	85,140 (158.00)	1,88,319 (121.00)

Note : Figure in paranthesis show the percentage by which the production increased/decreased over the earlier period.

\* New items introduced during this period.



(ii) It seems the establishments of different size are at present concentrating on different items, e.g. the larger non-household establishments are now printing more cloth for cotton sarees and the small household units are printing more silk sarees, bed-covers and quilt-covers.

(iii) The per unit production of the small household units last year was significantly higher than the non-household units. This suggests that the smaller establishments have greater possibilities for growth than the larger units.

Thus it looks that the larger units are not growing in proportion to smaller units. The larger units are concentrating on only selected items and getting other items printed from the small household units. The smaller household units are, probably, in a better position to expand their enterprises as they do not face the problems of market because they get job work from the larger establishments.

That the possibilities of expansion of smaller units are more than the larger units is also indicated by data of the 14 units which provided information about their position 10 years ago (Table 2.8). Nine were small with upto five tables each and 5 were relatively large with 6 or more tables. Of the former 3 have now 13 or more tables each, 1 has between 9 and 12 tables and 3, 6 to 8 tables each. On the other hand, of the 5 larger units 3 have remained in the same size group and two have moved only marginally higher-up.

Table 2.8

Growth in Size of Establishments During the Last Ten Years

Size 10 years back : No. of Printing Tables	No. of printing tables 5 years back						No. of printing tables last year					
	2	3-5	6-8	9-12	13+	Total	2	3-5	6-8	9-12	13+	Total
-	-	-	-	-	-	-	-	-	-	-	-	-
2	-	2	-	-	-	2	-	-	1	-	1	2
3-5	1	3	2	1	-	7	-	2	2	1	2	7
6-8	-	-	-	1	1	2	-	-	1	1	-	2
9-12	-	-	-	1	2	3	-	-	-	2	1	3
Total	1	5	2	3	3	14	-	2	4	4	4	14

Earnings

We have attempted measurement of the annual earnings of establishments working under different types of production organizations as well as of average net earnings per unit of output of two major items of production i.e. silk saree and cotton saree with a view primarily to see if net income per unit of output varies with size of unit and in different types of production organization.

We find that the average annual earnings of those doing only job work for others were the lowest (Rs.36,888.04). Those who were producing for themselves as well as accepting job work from others had an average income of Rs.1,02,273.50 in a year. The average earnings of those producing only for themselves were Rs.4,42,980. Those who were printing for themselves and also getting their textiles printed by

other units had the highest average annual earnings of Rs.4,50,000. It thus looks that the degree of control over the final output is consistently and positively related with the scale of output. Those working for others earned the smallest, the earnings rose once production was for own sale, and they became highest when production was got done by others, was also marketed by the enterprise. Net earnings per unit of output also showed similar pattern of variation (Table 2.9), both in case of printing of silk saree and cotton saree.

Table 2.9

Average Net Earnings Per Unit of Output (Rs.) and Type of Establishment

Type of establishment	Net earning per:	
	Silk saree	Cotton saree
1. Work done for others	1.94	0.92
2. Work for themselves and for others	20.47	3.25
3. Work for themselves	21.12	4.56
4. Work for themselves and work get done by others	21.81	4.36

The Table 2.9 shows that those who print only their own textiles in their establishments earn the highest margin of profit. The reason seems to be that : (a) they have large size establishments and the cost of production of such establishments is lower than in other establishments because they buy most of their raw materials in bulk from the

producers; (b) they have a network of sales in all the important cities, and, they have exclusive colour shades to suit the tastes of their customers of different regions; and (c) a substantial part of their products is exported to other countries. Above all, however, those who sell their product in the market are able to take the best advantage of the market, particularly if they also happen to be possessing larger resources. Those who primarily earn wages in the form of 'charges' per piece of work done are in no position to share the benefits of the buoyancy in the market, though they may lose their work and earnings if the market is slack.

#### Future Prospects

Most of the respondents (85.3%) informed us that they were satisfied with the progress in their business. Almost all of them were hopeful of the future of the industry. They thought there were three major reasons for their hopefulness : good market of their products, availability of skilled labour, and raw materials. About 20 per cent of the entrepreneurs considered the government assistance was helpful to them. Some of them also said that the change in technique of printing from blocks to screen has helped the growth of their units (17.3%). The availability of finance from government and banks has been considered advantageous by about 12 per cent entrepreneurs.

Out of the 11 respondents who felt otherwise and expressed dissatisfaction over the pace of progress of their business, ten expressed their worry over the tough competition they were facing from the larger units of their own town. Nine of the interviewees complained that the raw materials were either not available in time or they were to purchase it from the black market. Seven entrepreneurs complained that finances were not easily available to meet the urgent needs of the business.

The trend of responses shows that most of the respondents belonging to medium and large size establishments were satisfied with the progress of their business. They were in other words, not facing serious difficulties either from the competition in the market or due to non-availability of raw materials, finances or skilled labour. On the other hand, a substantial percentage of entrepreneurs having small establishments complained of certain difficulties because of which they did not see very good prospects of their business.

It was found that most of the respondents (88%) were keen on increasing the scope of their business. However, about nine-tenths of them felt they would be facing some problems in expansion, relating to finances, space for work, raw materials, competition in the market, labour and transport. Most of them, had, however, already initiated some steps to solve their problems, particularly of finance, by applying for loan either from banks or cooperative societies.

As regards the role of public institutions in the development of the industry the entrepreneurs were enquired whether there was any government scheme for assisting this industry. It is surprising that 37.3 per cent of them did not know of the existence of any such scheme whereas the Textile Printing Corporation had established a branch there about four years ago. Among the 47 respondents who were aware of the existence of the Corporation over one-fourth had no experience of dealing with the Corporation. Of those who had experience of working with the Corporation 22.7 per cent felt the scheme was benefiting for the enterprises, particularly, the smaller ones. However, about 13 per cent of them were critical of the working of the Corporation. They thought the scheme was not helping the small establishments as there was lot of corruption among its staff. For example, they alleged, the Corporation was also helping a number of large size units whereas it was established to help the small units and this is because the staff of the Corporation has interest in such units.

Those who were aware of the existence of the Textile Printing Corporation were asked to suggest ways for improving its working. Only 34 per cent of the interviewees offered suggestions which included : it should assist only the small units (16%); the area of its activity should be extended (16%); it should provide financial assistance to small units (13.3%); facility of calendering and steaming should be provided by it (6.7%); and the Corporation should enter into the export market directly (6.7%).



Finally, the respondents were asked whether they would like to offer suggestions as to how the industry can be developed at a faster pace. A number of them offered suggestions relating to : (a) protection of interests of the industry; (b) economising production; and (c) workers as to how they can earn higher wages. Regarding protection of interests of the industry, it was suggested that government should take greater interest in the industry by : (a) making available raw materials at controlled prices; (b) helping them in export; (c) providing loans on easy terms; (d) protecting their interests against the organized sector; and, (e) the institutions like the Hand-printing Corporation should provide work, particularly to smaller units, throughout the year so that both the entrepreneurs as well as the workers are able to earn during the whole year.

As regards economising production they suggested that research should be undertaken in developing new techniques of printing which produce better quality multi-colour prints in shortest duration. They also thought if a common facility centre is established by the government with facilities of steaming and calendering the cost of production will certainly go down as their charges will be fixed and moderate.

With regard to workers, particularly printers, as to how they can earn higher wages the suggestions indicate that a large number of entrepreneurs do not think about improve-

ment of the workers' lot as about half of them thought the wages were not really low. However, the other half of the respondents suggested that a larger number of workers should be engaged on a regular basis so that they are able to earn throughout the year. The distribution of work among the units engaged in job work can easily be regulated by the Textile Printing Corporation. Some of them also suggested that the minimum wage should be raised to a reasonable level by the government.

Thus, it may be said that a majority of the entrepreneurs feel that the industry can grow more as the demand of its products is expanding; but they think it is possible only through government assistance which is needed not for the development of the industry alone but also for the benefit of the printing workers. Objectively, support to small household units, seem very much warranted particularly in terms of : (i) providing facilities for steaming and calendering; (ii) financial assistance for producing own textiles; (iii) making available raw materials in time and at reasonable rates; and, (iv) helping them in marketing their products through cooperative and departmental stores and Export Promotion Council.

## MARKETS AND MARKETING SYSTEMS

Analysis in the previous chapter suggested that the earnings of an enterprise in aggregate as well as per unit of output are positively related with size, degree of control over one's produce for direct marketing and capacity to organise own marketing arrangements, all three of which were found to go together. In this chapter, we, therefore, intend to look at the marketing of handprinted products little more closely. The main aspects covered here relate to the type of customers, assured markets, if any, and nature of competition faced by producing units.

We found that the practice of undertaking job work was common in the industry as 53 out of the 75 sample units were undertaking work from other establishments. We also found that a larger percentage of smaller units were depending on job work as compared to large size units; and all the household establishments having upto two printing tables were engaged in job work alone. Percentage of those engaged in job work only declined as the size of unit increased. The reason for undertaking job by a larger percentage of smaller units is that they are not in a position to procure their own material nor market their own products and utilise full capacity of their units, for their own production as their resources are limited.

The practice of providing services to other units was, however, not confined to small household units only. In fact only around one-fourth of the units produced for

themselves only, and the rest of the establishments undertook job work, besides printing their own material. The common practice of assigning job work to other units is due to the fact that : (a) some entrepreneurs handle business beyond the capacity of their own establishments; (b) some entrepreneurs distribute the job to have a stock of a large variety of designs and shades; and, (c) in order to complete some job work in time the work is distributed among other establishments.

One-sixth of total units which were engaged in job work only had no products of their own to market. Those who marketed their products mostly had whole-salers and stockists of handprinted textiles (45.16%) as their main customers. Slightly less than two-fifths of the sample units were printing textiles mainly for exports; out of them about one-third were direct exporters. Small retailers and direct consumers were mentioned as their customers only by a small number (about 8 per cent) of respondents.

### Export

Around one-third of the sample units had exported a part of their products to different countries last year (1978-79). Itemwise figures are presented in Table 3.1. Four of the products were exported to about a dozen countries, mostly the developed countries. The value of the products exported is quite impressive and leads us to believe that the quantum of export will increase in the

Table 3.1  
Export Last Year

Items	No. of units exporting (N = 24 )	Total value (Rs.)	Countries
Silk Saree	13	52,89,575	Burma, Malaysia, Thailand, Hongkong, Australia, France, Germany, U.S.A., Japan, U.K.
Bed Cover	11	31,04,287	U.S.A., East-European Countries, U.K., France
Dress Material	2	1,04,976	East-European countries, U.S.A.
Scarf	1	2,50,000	U.S.A., East-European countries
Total value		87,48,838	

future. The entrepreneurs were also hopeful of their business in the foreign markets.

#### Local Market

It has been found that the majority of the units (70.7%) had an assured market as they were either engaged in job work only or were complying the supply order from the wholesalers/dealers/exporters. Another 5.3 per cent of the establishments were accepting job work ranging from about 20 per cent of their total product to about 50 per cent. Thus about one-fourth of the entrepreneurs had to sell in the open market and face competition.

In order to understand how they manage marketing of their products we also enquired about the organization of sales within the country. Among the 62 respondents who were marketing their products 27.42 per cent reported local sale through their local show rooms and 35.48 per cent were selling their textiles through agents only. Those who were marketing a part of their products through agents and own show rooms in other cities constituted 37.10 per cent of the respondents. The latter of the categories also included those who were exporting their products directly. In response to a question regarding the print designs it was found that the majority of the entrepreneurs were copying their existing designs for their own production; and were using designs supplied by customers, in case of job work. About 13 per cent of the respondents informed that they have themselves developed designs/patterns of printing different items. In most cases the establishments have reserved their exclusive designs for different items. Thus, even if they have to get those items printed by other units they supply their own blocks/screens. This maintains the exclusiveness of their prints in the market.

The organization of sale depends on the size of the enterprise. The larger enterprises have their show rooms in Farrukhabad as well as in some big cities like Bombay, Delhi and Kanpur. They also supply their products to dealers in other cities. Some of them who do not export directly supply their products to exporters. The smaller



units have their show rooms in Farrukhabad only. The wholesalers and retailers from different places go there to procure their requirements.

### Competition

The consensus among the respondents was that there was a tough competition in the trade. They were asked to indicate the extent of their competition with different types of enterprises. The ranks assigned to the four types of printing establishments are presented in Table 3.2.

Table 3.2  
Ranking of Competitors

Competitors	Ranks		
	I	II	III
1. Smaller than own	5 ( 6.67)	14 (20.90)	22 (66.67)
2. Similar to own	40 (53.33)	32 (47.75)	1 ( 3.03)
3. Larger than own	28 (37.33)	18 (26.87)	9 (27.27)
4. Modern Enterprises	2 ( 2.67)	3 ( 4.48)	1 ( 3.03)
Total	75 (100.00)	67 (89.33)	33 (44.00)

As is seen from the above table all the respondents reported their competition with at least one type of enterprise. About 44 per cent of the respondents reported their competition with three types of establishments whereas about 90 per cent of the units were facing competition with two types of establishments.

A large majority of the respondents (97.33%) reported their competition of varying degree with units similar to their own. About 73 per cent were facing competition of different intensity from the units larger than their own, and about 55 per cent placed units smaller than own in different ranks. The modern enterprises in the organized sector occupied the last position among the competitors of Farrukhabad handprinting industry.

The ranking of competing establishments show that about 53 per cent of the respondents considered their competition was primarily with the units similar to their own. About 37 per cent believed their competition was with establishments larger than their own. Among the competitors placed in second position the importance of the two types of units remains the same. This implies that the handprinting industry of Farrukhabad was facing competition primarily with local units of similar size, followed by local units which were larger than the respondent's own establishments.

Some of those who believed their competition was with establishments larger than their own believed such units were in a position to influence the market easily. Their influence was due to two reasons : (a) they were having their show rooms in different important cities and, were also in a position to export their products directly; and, (b) besides having large establishments of their own they were also getting their cloth printed through a large

number of small units with the result they were able to stock a large variety of designs and shades.

Surprisingly, the modern enterprises in the organised sector were not considered as a serious challenge to the industry. It was found that by and large the handprinting units of Farrukhabad do not feel threatened by the organized sector. During discussions, they expressed their satisfaction at a prevailing favourable market conditions for handprinted cloth as compared to the mill products. Some of them pointed out that they can produce more patterns in exclusive colours than the large size modern enterprises.

A further analysis of the data pertaining to competition in the industry, identifying the major competitors of different size of units reveals that the smaller units considered their main competitors were units of similar size. The medium size establishments thought their competition was with the larger ones. The Table 3.3 presents the details regarding the entrepreneurs opinion about their main competitors.

Table 3.3

Main Competitors of Different Size of Establishments

Competitors (Establishments)	Size of Establishment (No. of printing tables)					Total
	2	3-5	6-8	9-12	13+	
Smaller than own	-	-	1 ( 5.00)	1 ( 7.14)	3 (30.00)	5
Similar to own	11 (84.62)	12 (66.67)	6 (30.00)	6 (42.86)	5 (50.00)	40
Larger than own	2 (15.38)	6 (33.33)	13 (65.00)	7 (50.00)	-	28
Modern Enterprises (in the organized sector)	-	-	-	-	2 (20.00)	2
Total	13	18	20	14	10	75

A majority of the small size units having two to 5 printing tables considered that their competition was mainly with units of their own size whereas the majority of the units having printing tables in between 6-8 and 9-12 indicated their main competitors were larger units. Half of the larger units in the sample thought their main competitors were units of similar size. Among this groups 20 per cent also indicated that they had competition with modern enterprises in the organised sector. This leads us to believe that most of the small size units were competing with establishments of the same size because a large number of them were competing for securing job work and also due to limited resources they were not in a position to compete with the larger establishments. A majority of the medium size units were facing competition from larger units because they were marketing their products. Their resources are moderate. Due to this competition, several of the respondents complained, they were getting smaller margin of profit.

An overwhelming percentage of respondents (86.7) reported a decline in their margin of profit due to stiff competition. It looks that decline in margins is primarily due to the rise in the prices of raw material such as dyes, which has risen by about 56 per cent and in chemicals which has risen by about 60 per cent over a period of five years. The rise in cost has not been fully neutralised by rise in prices of final product, or payment for job work. Thus, the respondents claimed, that their margins have declined by about 25 per cent during the same period.

The main reason in the decline of their margins, it seems, was due to competition with other establishments of the same town. It is the smaller units which seem to be the worst affected by competition among themselves. Medium sized units also faced competition but from larger establishments mainly. It is alleged by a sizeable number of respondents that the larger units were capturing the market by printing variety of designs. They were also able to afford smaller margin of profit due to their sale in larger quantities. The smaller units also faced the problem of shortage of printers during busy season because the printers prefer to work with larger establishments as such units were in a position to give job for a longer duration. Due to this, the small size units were compelled to pay a little higher wages. The state of competition seems to have particularly influenced about 13 per cent of the entrepreneurs which are quite pessimistic about their future. All of them belonged to the small producer category.



## EMPLOYMENT STRUCTURE AND LABOUR COSTS

The 75 establishments covered under the survey employed a total number of 1307 full time workers, of which 1036 were hired and 271 were unpaid family workers (Table 4.1). Only 20 of the workers were women, 11 of them hired workers and 9 unpaid family workers; there were 42 children, 40 of them unpaid family workers. Around 18 per cent of the workers were reported to be in administrative categories, two-fifths (97) of whom were classified as managers. The number of managers exceeds that of the units because some of the larger sized establishments employ more than one manager. In fact, the job of a manager in most of the handprinting units, particularly the small ones, carries a number of such responsibilities not only of supervision of various functions, but also actual procurement of raw materials, marketing, maintenance of accounts, and sometimes participation in production processes such as cutting of printed cloth into required sizes, and packing of the finished products. Thus, a variety of jobs were performed by these managers who, in most of the cases, belong to the families of owners of these establishments. Rest of the workers engaged in the 'non-production' jobs consisted of clerical and ministerial staff; on an average, a unit had one worker in each of these categories. Most of the clerks were paid employees; whereas majority of the workers engaged in ministerial category were unpaid family workers. In the latter category, a sizeable proportion consisted of children. Only 7 out of the 241



Table 4.1

Process	Hired Labour			Unpaid Family Labour			Total	
	Men	Women	Children	Total	Men	Women		Children
A. Administrative								
Manager	8	-	-	8	86	3	-	97
Clerks	50	-	-	50	12	3	-	65
Ministerial	36	-	-	36	20	1	22	79
B. Workers								
Washing	-	-	-	-	2	-	-	2
Printing	900	7	-	907	102	2	18	1029
Steaming	10	-	-	10	-	-	-	10
Curing(star-ching)	3	-	-	3	-	-	-	3
Calendering	3	-	-	3	-	-	-	3
Pressing	3	-	-	3	-	-	-	3
Packing	10	4	2	16	-	-	-	16
Total	1023	11	2	1036	222	9	40	1307

workers in the administrative category were women, all unpaid family workers, of whom three were in the category of manager. There were 22 children, all in ministerial categories.

Out of a total of 1066 production process workers, 96.5 per cent were printers. Thus a very small percentage of workers were engaged in allied processes on regular basis. This is because such work was given to outside workers on piece rate. This arrangement is considered cheap as well as convenient. Workforce in the production processes consisted predominantly of hired labour : only around 10 per cent of workers in this group were members of entrepreneurs' households. In the sample establishments only printing and washing processes had unpaid family labour, in rest of the processes, all workers were hired workers. A small number of women were reported only in printing and packing; children were found in somewhat larger number, again in printing and packing.

### Labour Cost

In order to find out the share of labour in the production cost we have calculated average cost of printing a unit of different items. The cost shown in the column of labour means the average of the charges paid to printers for printing the item in single/multiple colour shades, whereas other processes include labour charges paid to other workers for preparatory and finishing jobs (Table 4.2).

Table 4.2

Average Cost of Production of a Unit (Rs.)

Item	Dyes	Chemicals	Other Process- ing	Labour	Other cost	Total
Saree Silk	2.49	1.64	1.28	4.71	1.13	10.99
Saree Cotton	0.96	0.75	0.68	0.67	0.83	3.84
Bed Cover	1.27	1.01	0.50	2.13	0.60	5.44
Quilt Cover	1.07	0.86	0.59	2.58	0.70	5.63
Scarf	0.69	0.92	0.43	1.62	0.49	4.19
Dress Material (per meter)	0.78	0.66	0.43	2.30	0.68	4.65

The cost of cloth in the above Table has been excluded as it is not a standardised item. The value of the textiles, therefore, vary according to its quality. Since allied processes were normally done outside the unit and the workers doing such jobs were not employees of the establishments the cost of such processes has been calculated separately as 'other processing', the cost of labour, therefore, indicate the wages of the printers only who work in the premises of the establishment as full time employees.

The variations in the cost of labour is mainly due to the method of printing and the size of item. For example, pure Silk Sarees are printed through Blocks and Cotton sarees through Screens which is a labour saving technique. Similarly, most of the Silken Quilt covers and Scarves are printed through Blocks whereas the same items on cotton cloth are printed through screens. Dress Material is

mostly printed through Batik method. Some Silken Quilt Covers and Scarves are also printed through Batik process, but such items are normally produced on order from the customers.

The share of printers in the cost of production of different items indicate that the industry was using labour intensive techniques in printing the cloth. The lowest share of workers has been found in the cost of production of a cotton saree. This is because Cotton Sarees are printed through Screens which is a labour saving technique. The highest labour share is found in items like Dress Material, Quilt Cover and Silk Sarees because they are mostly printed through Blocks and Batik process. The Table 4.3 presents the share of workers in the cost of production (excluding cost of cloth) of different items produced by establishments.

Table 4.3

Printers' Share in the Cost of Production of a Unit  
(In percentage)

Item	Share of printing workers
Silk Saree	42.91
Cotton Saree	17.34
Bed Cover	39.13
Quilt Cover	45.88
Scarf	38.62
Dress Material	49.40

We have limited information to examine the sharing value added between the labour and the entrepreneurs. Figures in Table 1.7 provide the basis for computing average earnings of the entrepreneurs in the printing of two major items : Silk Sarees and Cotton Sarees. We find that their earnings are around Rs.7/- for a silk saree and Rs.3.50 for a cotton saree. The labour cost on these items averages to Rs.4.71 and Rs.0.67. Thus value added per silk saree estimates to around Rs.11.70 and per cotton saree Rs.4.17. Share of wages in the former item thus turns out to be 40 per cent and in the latter item 15 per cent. Thus it looks that while in terms of the use of labour and labour cost this industry seems labour intensive, in terms of actual sharing of value added in the production process, it compares very unfavourably with the organised sector industries where while wage-cost ratio may be only around 25 to 30 per cent, wage-value added ratio is over 50 per cent.

#### Wage-rates

The establishments normally employ printers on full time basis but their wages are paid at piece rate. The rate of wages for printing different items are generally as follows:

Saree Silk (Block printing	- Rs.4/- to Rs.6/-
Saree Cotton (Screen printing)	Rs.0.65 to Rs.1/-
Scarf Silk	- Rs.1.50
Bed Cover	- Rs.2/- to Rs.2.50

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For the preparatory and finishing work such as washing, steaming, curing, calendering, cutting and pressing the job is given to outside workers. Although a few of the units engage such workers on regular basis but the number of such workers remain small. The wages in both the cases are generally paid at the following rates:

Saree Silk	- Rs.175/- per 100
Saree Cotton	- Rs. 80/- to Rs.100/- per 100
Quilt Cover Silk	- Rs.110/- to Rs.135/- per 100
Quilt Cover Cotton	- Rs. 80/- to Rs.100/- per 100

It is difficult to estimate monthly earnings of workers engaged in preparatory and finishing work as these workers undertake work from a number of units simultaneously. The monthly earnings of hired printers may be estimated as they work with one unit at a time. It is known that the winters and summers are the busy seasons for the industry and there is slump in the business during rainy seasons. The monthly wages, therefore, vary with seasons.

The entrepreneurs estimated that on an average of a year about 60 per cent of their printers earn a monthly wage in between Rs.300/- and Rs.400/-, about 25 per cent earn below Rs.300/- and about 15 per cent get above Rs.400/-. They also informed that the monthly wages during rainy seasons decline by about 25 per cent of what they earn during the other two seasons. But, they asserted that the printing workers can earn higher wages particularly during the

busy seasons, if they work a little hard and for a little longer duration as 'there is no shortage of work during those days'. However, the workers during their interviews said that : (a) their earnings are meagre during rainy season, and (b) it is difficult to earn more than what they are earnings at the moment as they cannot do more work during busy seasons than they were doing. The average monthly earnings during rainy season, according to them, were reduced to around 36 per cent of what they earn during summer and 35 per cent of their earnings during winter season.

### Labour Supply

Substantially lower wages during the rainy season as compared to these in summer and winter are the natural result of variations in demand for labour. But even during the peak season, the supply of labour seems large enough to keep wages low and from rising. It was found that there is no shortage of skilled labour and the entrepreneurs were not facing any serious difficulty in getting the workers during the busy season, as about 97 per cent of them informed that they get the workers easily. While the overall supply situation is easy, some entrepreneurs reported difficulty in retaining the same workers on a regular basis and from year to year, due to a considerable degree of turnover and absenteeism. When asked to specify reasons, the respondents attributed the tendency of turnover among the workers to the availability of sufficient work and the demand of the print-

ing workers in the city, thus implying also differences in wages and quantum of work available with different units. Some of the other reasons, they mentioned were:

(i) During festivals the workers go to their native places and stay there for quite a long period.

(ii) During agricultural sowing or harvesting seasons they go to their villages.

(iii) After obtaining skill in the trade they migrate to other centres.

(iv) Some of them have a tendency to work for some time and then leave it to join some other occupation. They return to the trade after a few months.

(v) They leave an establishment to join the other if they get even a slightly higher wage elsewhere.

It was also pointed out that some of the workers who go to their native places for different reasons join some other establishment when they come back. It was almost a common practice, they said. The smaller establishments face some shortage of printers during the busy seasons of summer and winter when some larger establishments offer slightly higher wages to printers working in smaller units.

The majority of the respondents (57.3%) complained of the problem their units faced from the growing rate of absenteeism among their workers. Two of the reasons for remaining absent from work seem to be quite interesting : (i) the tendency of some of the workers to abstain for a while after working for a few days, and, (ii) visits home by such workers who come from outside the city and suffer from home sickness.

In order to attract workers to stay and work in the unit 46 of the respondents informed that they offer some incentives to them. Among them 91 per cent said they give their workers advance wages. The remaining offer incentives like the bonus, festival advance and loan facilities.

## EMPLOYMENT, EARNINGS AND LIVING CONDITIONS OF PRINTING WORKERS

Some aspects relating to the workers engaged in handprinting units in Farrukhabad were described in the earlier chapter on the basis of information collected from employers. In this chapter we attempt a portrayal of the working and living conditions of workers on the basis of information collected from a sample of workers though a separate questionnaire. The purpose was to find out the background of these workers, the employment position in the industry, service conditions, employer-employee relations and conditions of living. Although the questionnaire was administered on 200 printers but the analysis includes only 195 of them, as responses from five respondents were inadequate or unsatisfactory for analysis.

### Some General Characteristics

Around two-fifths of the workers were below the age of 30 years, and around 75 per cent below 40 years. Those above 40 years constituted only 25 per cent. The majority of them (65 per cent) had schooling at least upto primary level, but only 3 per cent had passed High school. Another 12 per cent were literate without schooling. Thus, 20 per cent of the printing workers were illiterate. Majority (around 58 per cent) workers were Hindus, and among them 58.4 per cent belonged to scheduled castes or backward classes. About 42 per cent of the workers were Muslims.

The association of 101 printers with this industry had been for a period upto ten years and that of 60 and 33 workers for periods between 11-20 years and above twenty years respectively. The average period for which they have been engaged in this craft worked out to 12.58 years. Most of them (136) were employed in Karkhana type non-household establishments and almost all (190) were regular employees. The handprinting of cloth had been carried out on a hereditary basis in the case of majority (104) of workers. But around one-fourth of workers (50) had switched over from some other job to the handprinting. Among them 22 had been connected with agriculture, 12 with construction or household work, 7 with some manufacturing activities and 4 with trade. Five of them had been rickshaw pullers. Some of these workers had put in considerable time in their earlier occupation, 22 of the 50 workers had been in other occupation for a period upto four years, 20 for a period in between 4 and 8 years and 8 for above eight years. Among them 29 had been regular employees in their earlier establishments. The reasons assigned for leaving the earlier job included inadequate earnings, insecurity of job and irregular work, in that order.

The monthly earnings of 5 workers from their earlier occupation was below Rs.100/-, 14 were drawing between Rs.100-200 and 18 were earning above Rs.200/-. Thirteen of the workers were unpaid workers in their family's establishments. In the present activity majority of the workers



(107) were earning their monthly wages between Rs.300-400, 72 workers were getting between Rs.200-300 and five were drawing in between Rs.100-200 per month. Only 11 workers were drawing a monthly wage in between Rs.400 and 500 per month. The average per worker monthly income comes to about Rs.285.67 or about Rs.9.52 per day.

It has been found that the reason for leaving the earlier profession and joining the handprinting industry had sound basis. If we compare the earnings of these workers from their two occupations i.e. past and present, we find their wages have increased after they joined the present industry. The Table 5.1 presents comparison of earnings from the previous job and the present one.

Table 5.1

Monthly Earnings From Occupations of the Past and the Present

Earnings in job (Rs.) previous	Earnings in Present Job (Rs.)			
	150-200	201-300	301+	Total
Below 100	-	4	1	5
100-200	3	5	6	14
201 +	1	10	7	18
Total	4	19	14	37

It may be seen from the above table that the earnings of 14 out of 37 respondents have increased significantly. The rise in wages of other 19 workers has also been found considerable. The interviewees were satisfied with the

shift in their occupation as they felt that had they been in their earlier occupation their wage would not have risen to such an extent.

### Employment and Unemployment

The foremost problem faced by workers in handprinting industry seems insecurity and irregularity of employment. In this industry it is not certain that every regular workers of a unit will get the work every day. As the demand varies from season to season the respondents were asked to estimate the number of days they get employment during different seasons. The responses are presented in Table 5.2.

Table 5.2

Days of Employment in a Month During Different Seasons

Season	Days of Employment in a Month				
	Up to 15	16-21	22-27	28+	Total
Summer	-	60 (30.77)	134 (68.72)	1 (0.51)	195 (100.00)
Rainy	159 (81.54)	36 (18.46)	-	-	195 (100.00)
Winter	2 ( 1.03)	38 (19.49)	154 (78.97)	1 (0.51)	195 (100.00)

As pointed out earlier, employment situation was the worst during rainy season. The best season for employment was winter followed by the summer. During the winters the

demand for Silk Sarees, Quilt Covers and Scarves increases considerably. The workers, therefore, get employment for more days during this season. During rainy season 82 per cent workers got work for only upto 15 days a month. But even during summer about 31 per cent and during winters about 20 per cent of workers were getting employment for a maximum of 21 days only a month. This indicates the industry was not in a position to offer employment to all its workers for full month even during peak seasons. Thus, the problem of underemployment among the printers is rather acute.

It was also found that during rainy season even those workers who were able to get employment were not getting full days work. This affected their earnings in two ways i.e. they were not getting employment for the full month and even if they got work for some days the quantum of work was small. The figures in Table 5.3 leads us to believe that since the workers were paid at piece rate and since they were not getting sufficient work during rainy season their earnings were meagre during this period.

Table 5.3

Working Hours Per Day During Different Seasons

Season	Working Hours Per Day					Total
	Upto 3	4-5	6-7	8-9	10+	
Summer	-	1 ( 0.51)	14 ( 7.18)	82 (42.05)	98 (50.26)	195 (100.00)
Rainy	51 (26.15)	99 (50.77)	36 (18.46)	7 ( 3.59)	2 ( 1.03)	195 (100.00)
Winter	2 ( 1.03)	-	6 ( 3.08)	95 (48.72)	92 (47.18)	195 (100.00)

It is evident that about 95 per cent of workers who get employment on any day during rainy season do not get work for the full day of eight hours. Only a small number of workers faced such problem during winter (4.11 per cent) and summer (7.69 per cent) seasons. The major reason for remaining unemployed during winter and summer was sickness, whereas during rainy season it was obviously 'No work', (Table 5.4).

Table 5.4

Reasons for Remaining Unemployed During Different Seasons

Season	Reasons				
	No work	Sickness	Fatigue	Others	Total
Summer	54 (27.69)	103 (52.82)	31 (15.90)	7 (3.59)	195 (100.00)
Rainy	144 (73.85)	12 (6.15)	1 (0.51)	38 (19.49)	195 (100.00)
Winter	25 (18.97)	138 (70.77)	14 (7.18)	6 (3.08)	195 (100.00)

### Earnings

In view of the fact that the printers were facing a problem of getting work the earnings based on piece rate remained uncertain. This was true specially, during the rainy season. About 36 per cent of workers earned a daily wage of upto Rs.5/-, about 31 per cent in between Rs.6/- and Rs.8/- during the lean season, whereas in other seasons about 1 per cent and 3 per cent of workers

earned similar amount respectively. About 41 per cent of workers were able to earn a daily wage of Rs.15/- and above during winter. About 38 per cent earned similar daily wages during summer. In comparison, only about 7 per cent of the workers reported similar earnings during rainy season.

Thus, a little over half the respondents (53.33 per cent) were able to earn their monthly wages in between Rs.301-400 during the summer season and about 10 per cent of workers earned Rs.401 and above. During winter the earnings of about 47 per cent of respondents were in between Rs.301-400 per month and about 16 per cent were earnings Rs.401 or more. The total monthly earnings of about 55 per cent of workers during rainy season were upto Rs.100/- and that of about 39 per cent workers in between Rs.101-200.(Table 5.5).

Table 5.5

Monthly Wages of Workers During Different Seasons

Season	Monthly Earnings (Rs.)					Total
	Upto 100	101-200	201-300	301-400	400 and above	
Summer	-	6 ( 3.08)	65 (33.33)	104 (53.33)	20 (10.26)	195 (100.00)
Rainy	107 (54.87)	77 (39.49)	10 ( 5.13)	1 ( 0.51)	-	195 (100.00)
Winter	2 ( 1.03)	5 ( 2.56)	64 (32.82)	93 (47.69)	31 (15.90)	195 (100.00)

We have also calculated average monthly earnings of workers during a year. It was found that a printer earned on an average a monthly wage of Rs.285.67. But these average varied from season to season widely. Average monthly wages of workers during the rainy season were as low as Rs.112.00, around 34.65 per cent of what they earned during the winter, and 36 per cent of what they earned during summer (Table 5.6).

Table 5.6

Average Wages of Workers During Different Seasons

Type of Establish- ment	Seasons		
	Summer	Rainy	Winter
Karkhana	310.72	106.29	316.78
Small Household Unit	315.15	123.48	340.28
Total	311.94	111.51	323.29

The workers thus earn the highest wages during winters. It is because a large quantity of Silk Sarees and Silken Quilt Covers are printed during this season. These items also carry a higher rate of wages. An interesting aspect of the situation is that the workers engaged in small household units get higher wages as compared to workers engaged in larger non-household units. This shows that the smaller units pay a little more to their workers because they are normally engaged in job work which has to be completed in time.



About 19 per cent of the respondents were also doing part-time work at other places. The majority of them were working for a few hours a week in occupations other than handprinting. They try to improve their low earnings from their main occupation of handprinting by taking up other jobs. The secondary source of income of a majority of such workers was agriculture. They work either on their own holdings or for others as labour. Their earnings from these sources are given in Table 5.7.

Table 5.7

Income from Sources Other than Handprinting

Source	Average Monthly Income (Rs.)			Total
	Upto 100	101-200	201 and above	
Agriculture	10	8	8	26
Transport (Rickshawpulling)	1	2	1	4
Trade	4	-	-	4
Printing	1	-	2	3
Total	16	10	11	37

The workers were enquired whether their monthly earnings from their principal occupation, i.e. handprinting had increased during the last five years. Only 25 (12.82 per cent) workers responded in affirmative. Since a large majority of the respondents believe that their wages had not increased during the last five years, we probed

further and found that there had been some increase in rates but the rise was so meagre that most of the respondents did not even realise it.

The printers, it seems, were contented with their conditions of employment and were not in favour of switching over to some other occupation. It was found that the majority of the workers did not want to leave their jobs in the handprinting industry (90.26 per cent). They also felt that as they had acquired skill they will have no problem in getting a job with other employer if they decide to shift to other establishments (95.90 per cent).

#### Employer - Employee Relations

It was found that the employer-employee relations were normally satisfactory. The workers (87.18 per cent) termed their relationship with their masters as 'harmonious'. The 25 workers who felt otherwise stated certain reasons for their strained relationship. The reasons included low rates of wages (13), untimely payments (6), non-availability of a sufficient quantum of work (4) and the employers' practice of assigning work other than printing (2).

On a specific question relating to the employers' attitude towards the needs of their workers the responses of the respondents were as follows:

Table 5.8

## Employer's Attitude Towards the Needs of Their Workers

Need	Employers' attitude			Can't say	Total
	Sympa- thetic	Indiffe- rent	Unsym- pathetic	No expe- rience	
Leave	20	94	22	59	195
Advances/Loans	81	45	42	27	195
Fringe benefits	-	67	1	127	195
Medical Care	-	162	3	30	195
Timely payments	122	16	27	30	195

As is evident, a sizeable number of workers had no opinion on the attitude of their employers towards certain needs of the workers. The majority of those respondents who were able to identify the attitude of their employers termed it sympathetic with regard to timely payment of wages and loans and advances. A large number of workers, however, said that their employers had indifferent attitude towards the need of medical care of workers and leave. The workers, it seems, were not aware of the fringe benefits that were available to the workers in some other industries. Most of them, therefore, had not even an idea of the type of fringe benefits they should have.

Conditions of Living

The analysis of the size of families of the respondents indicate that the majority of the families consisted of 4-6 members and about 11 per cent had 7 or more members.

About one-third of the sample had small size families consisting of a maximum of three members.

The monthly household expenditure of about 45 per cent of workers was between Rs.201-300 and that of about 26 per cent between Rs.101-200. Thus, the monthly expenditure of the majority of workers on items including food, clothing, children's education, durable goods, ceremonies, transport and personal services, etc. varied between Rs.101-300. The household monthly expenditure of a majority of small families (77.78 per cent) remains upto Rs.200, that of 59 per cent of medium size families ranges between Rs.201-300, but even of the larger sized families (60.87 per cent) fell in the latter expenditure group. But while 37 per cent of the small size families spent less than Rs.100 per month, 22 per cent of the medium size families spent less than Rs.200 per month, 26 per cent of the large families spent more than Rs.400 per month (Table 5.9).

Table 5.9

Size of Family and Monthly Household Expenditure

Family Members	Monthly Expenditure (Rs.)					Total
	Upto 100	101-200	201-300	301-400	401+	
Upto 3	23 (36.51)	26 (41.27)	9 (14.29)	3 (4.76)	2 (3.17)	63 (32.31)
4-6	-	24 (22.02)	64 (58.72)	17 (15.60)	4 (3.66)	109 (55.90)
7 +	-	1 (4.35)	14 (60.87)	2 (8.70)	6 (26.08)	23 (11.79)
Total	23 (11.79)	51 (26.15)	87 (44.62)	22 (11.28)	12 (6.15)	195 (100.00)

Table 5.9 indicates only the aggregate position with regard to consumption. In an attempt to determine the socio-economic status of this population we have presented figures of per capita monthly expenditure on consumption items in Table 5.10.

Table 5.10

Per Capita Monthly Household Expenditure

Family Members	Per Capita Expenditure
Upto 3	103.76
4-6	53.27
7 +	42.67
TOTAL	57.24

A clarification is necessary before we analyse the above table : the per capita household expenditure accounts for only those family member who live with the worker. The dependents, thus living outside have been excluded even if their financial needs are fulfilled by the respondents. A number of respondents (44) were staying in Farrukhabad separately and their dependents were living at their native places. Such workers have been included in the family size group of 'upto 3 members'.

The per capita monthly expenditure of the sample on consumption items comes to Rs.57.24. This means the families of printers are living, on an average below the poverty line as the Planning Commission, on the basis of 1973-74 prices, had considered people spending Rs.62.00 or less on private consumption in urban areas to be living below the poverty line. Considering the fact that the prices have risen between 1973-74 and 1978-79, the estimates are required to be updated. The relevant figure, thus, work out to Rs.83.00 on the basis of current prices.

In the light of the above estimate we find about 87.5 per cent of the sample population was living much below the poverty line. The situation indicate the low earnings from the profession. The wage rates, it seems, were not in consonance with the prevailing prices. The majority of the workers (170) had stated their wage rates have remained unchanged during the last five years. This situation arises out of the two factors : firstly there is surplus labour in the market; and second, the entrepreneurs were well organized in comparison to printers and, therefore, had strength in bargaining with their employees.

On certain individual items of household consumption, 41 per cent of workers were not in a position to spend any amount at all on entertainment. The rest spent around Rs.17 per month on an average. About 83 per cent



of the respondents were spending some amount on smoking, about 35 per cent on pan/tobacco, about 15 per cent on alcohol and about 5 per cent on bhang. The details of the amount of expenses incurred on the above items are given in Table 5.11.

Table 5.11

Workers' Monthly Expenditure on Non-Food Items  
and Entertainment

Items	Monthly Expenditure (Rs.)			Total
	Upto 10	11-20	21+	
<u>Non-food Items</u>				
Smoking	29 (17.90)	113 (69.75)	20 (12.35)	162
Pan/Tobacco	28 (41.79)	36 (53.73)	3 ( 4.48)	67
Alcohol	5 (17.24)	12 (41.38)	12 (41.38)	29
Bhang	10 (100.00)	-	-	10
<u>Entertainment</u>				
Films	11 ( 9.65)	54 (47.37)	49 (42.98)	114

About 56 per cent of workers reported some expenditure on medical treatment of self or their family members. Among them about 59 per cent were spending upto Rs.200/- per year. Considering the economic position of these workers the amount they spend on medical treatment may be viewed as quite substantial, and, therefore, some scheme of

medical and health assistance may be of great help to these workers.

### Indebtedness

Around one-third of the respondents had incurred debts, mostly for meeting consumption and social needs. A total of 61 respondents had taken loans for different purposes : marriage in the family and other ceremonies (31), medical treatment (11), household expenditure (10), purchasing agricultural implements (6), and, other requirements (3). It was found that the main source through which they obtained loan was money lenders followed by 'friends' and 'relatives'. Some of the indebted workers secured loans from more than one source. The Table 5.12 present the amount of loan that the indebted workers had taken from different sources.

Table 5.12

Sources and Amount of Loan Obtained by Workers

Sources	Amount (Rs.)							Total
	Upto 200	201- 400	401- 600	601- 800	1000- 1500	1501- 2000	2001+	
Money lender	1	-	15	1	10	1	7	35
Friend	2	5	4	-	1	-	-	12
Relation	-	5	5	-	1	-	-	11
Bank	-	-	-	-	1	-	2	6
Other	1	2	-	-	2	1	1	7
Total	4	12	27	1	15	2	10	71

It is not surprising that about half of the loans were secured from the money lender, as according to most of them, 'it was easier to get loan from them'. Although the rate of interest the money lender charge was exorbitant yet the workers had no options. The banks, no doubt, advance loans but their conditions were considered difficult to fulfil and their procedures were cumbersome.

3566 Out of the 35 workers who obtained loans from money lender, 18 were paying interest in between 20 per cent and 30 per cent, and 17 informed that they were paying in between 30 per cent and 40 per cent per year. Those who were able to get the loan from their friends and relations were not to pay any interest on their borrowings.

The period of indebtedness of a majority of workers (67.6 per cent) was upto two years. About 18 per cent of the workers were indebted for a period in between two and four years. The period of indebtedness of the rest of workers i.e. about 14 per cent had exceeded four years. This is an indication of the weak economic condition of the workers as those of the indebted workers who had borrowed either from money lender or from the bank were paying interest on borrowings, for a considerable period, but were not in a position to repay the amount of loan in a short period.

Housing

It was found that 122 or 62.6 per cent of the sample was living in own houses. Out of them 107 workers were living in ancestral houses and the remaining, i.e. 15 workers had purchased/constructed their houses themselves. Some of the respondents (9) were living in the premises of the establishments where they were working and some (5) were staying with their relations. Thus, only 30 per cent respondents were living in rented accommodation. Considering the amount of monthly rent the workers were paying, it is easy to imagine the type of accommodation they were having:

Monthly Rent (Rs.)	No. of Workers (N=59)
Upto 5	12
6 - 10	18
11 - 15	8
16 - 20	17
21 +	4

About 52 per cent of workers were living in either fully Kutcha or partly Kutcha and partly Pucca houses. As far as the accommodation was concerned 40 per cent were living in a single room, 31 per cent had two and 20.5 per cent had three rooms. About 61.54 per cent houses did not have electricity, 45.64 per cent had no running water, 50.26 per cent had no independent bath-room and 47.18 per cent had no separate toilet facilities.

## CONCLUSION

Textile Handprinting Industry of Farrukhabad has a good potential for growth and generation of employment. It is due to this, the number of registered establishments has increased by over 100 per cent during the last six years. In our sample of 75 units, 29.3 per cent of the establishments were established by those whose family occupation had been other than handprinting. The smaller units have grown at a faster pace as the increase in the stock of their equipment such as printing tables and blocks during a period of 5 years was 47 per cent and 71 per cent respectively as against the growth of stocks of the total sample by 18 per cent and 24 per cent in the two items respectively. Most of the respondents belonging to medium and large size establishments were satisfied from the progress of their business. However, a substantial number of the interviewees having small units did not see very good prospects. They were keen on expanding the scope of their business and, therefore, had initiated steps in this direction. A majority of the respondents was satisfied that the Textile Printing Corporation had been helpful in the development of the industry although some (about 13 per cent) criticized it by alleging that the Corporation was helping mainly large size units. By and large, the handprinting units at

Farrukhabad do not feel threatened by competition from the organised sector. They expressed satisfaction at the prevailing favourable market conditions for handprinted cloth.

The data shows that the earnings of establishments increase more than proportionately with increase in the number of printing tables. Thus, the small units having around two tables and engaged in job work earned the lowest as compared to those having a larger number of tables as well as their control over the final output. Objectively, support to small household units seems very much required. Such establishments need : facilities for steaming and calendering, financial assistance at concessional rates of interest for printing own textiles, raw materials at reasonable rates and support in marketing their products through departmental stores, co-operatives and Export Promotion Council. The Textile Printing Corporation may help them in these spheres.

The average employment per establishment recorded an increase of 31 per cent during the last five years while the rise during last year only was about 12 per cent. The average number of household workers per establishment has been found inversely related with the size of the unit. This indicate the small units are run on household basis and their requirement for hired workers is limited.



The household establishments are generally engaged in block printing, a labour intensive technique, whereas the larger establishments employ the block and screen printing techniques both. The screen printing is a labour saving method through which printing on cotton textile is done. Thus, the share of printers in the cost of production of a cotton saree has been found at the lowest as compared to other items printed through blocks.

The relative employment advantage of the decentralized sector such as the handprinting industry is that it is labour intensive. Besides hired workers, a number of the household workers also work in their family's unit. In fact, in the small household establishments they outnumber the non-household workers.

In a way, all the handprinting establishments are more or less household units as they are run on family basis. The household workers, therefore, get a lion's share in the earnings of the establishments. On an estimate the average annual earnings per non-household worker is around Rs.3000/- which is much lower than the average annual earnings of household workers. The earnings of the household worker are also related to the type of unit they have. For example, the annual earnings per household worker in an establishment where only job work is undertaken is about five times higher than the

average earnings of a hired worker. The gap in income of the two types of workers widens very much in other types of establishments such as the household workers' average income was seventeen-times higher in units which work for themselves as well as for others; sixty-four times higher in units which work for themselves and get their work done by others; and, about seventy-four times higher in establishments which work for themselves only. This indicates that the handprinting establishments in Farrukhabad have the characteristic of a traditional family business in which the wages of the employees are generally very low.

The low wages of workers, particularly the skilled printers are outcome of a number of other factors, mainly, (a) the size of the workforce available in the market, (b) the bargaining capacity of workers, and (c) the opportunities for alternative employment. We find that there is no shortage of printers in Farrukhabad and the workers have to face intermitant unemployment because of non-availability of work in the market. There is also hardly any scope for alternative employment in the area. Although there are a few trade unions of printers yet they are more or less inactive. In our sample of 200 workers about 56 per cent were union members but it seems the union-member relations were casual as the

workers had no enthusiasm for the activities of their unions. This is one of the reasons for the weak bargaining position of printing workers.

Most of the workers, it seems, had no idea of the type of fringe benefits the workers get in other industries. Although a majority of them termed their relations with their employers as 'harmonious' yet on further probing only 62.6 per cent of them were found satisfied with their employers' attitude with regard to timely payment of workers' wages. About 41.5 per cent and 10.3 per cent of workers felt the attitude of their employers towards them in granting loans and advances and leave respectively was sympathetic. Thus, we find that there is no provision of fringe benefits like medical care or paid medical leave for printing workers. It is due to the fact that the workers are not permanent employees. However, the provision for certain fringe benefits, particularly medical care is very much needed for the printing workers.

We find that, by and large, the working and living conditions of workers are not at all satisfactory. About 31.3 per cent of the workers were indebted. The period of indebtedness of some of them had exceeded four years and they were paying a high rate of interest. This indicates the weak economic condition of workers who have

not been able to repay the amount of loan in a short period. The conditions of living of workers as indicated by the housing condition also suggest their poor economic conditions as about 52 per cent of them were living in either fully Kutcha or partly Kutcha houses; 40 per cent had only a single room accommodation; about 62 per cent of the houses did not have electricity; about 46 per cent had no running water; 50.3 per cent had no independent bathroom and 47.2 per cent had no separate toilet facilities.

The condition of workers, working in the hand-printing industry is thus far from satisfactory. The chances of their becoming entrepreneur are remote. In the given situation there is hardly any possibility of improvement in their working conditions. Yet a large majority of the workers prefer to stay in Farrukhabad as they don't want to leave their native place and their ancestral houses. But we also came to know that a substantial number of printers have migrated to other centres, particularly to Mathura and Ahmedabad in the hope of better earnings.